

### Greeting from the Sunny UK!

I'm not joking, it's warm at the moment, but of course give it a few minutes and it will be raining again! I'm here chatting to British freelancers and reps from some exciting creative organisations about my upcoming book. It's all so exciting, but a little saddening. The creative industries here are given much more respect than in Australia at the moment, I'm jealous to see the difference. The push to help and support creative entrepreneurs as they find their way has begun here, and *Freelance Success* is a part of it, which is so inspiring. Big things are coming to our shores, I can feel it! And in the meantime ...

Happy Freelancing!



*Monica*  
(with freelance Badger friend in Glasgow)

### Freelance F A Qs

Dear Monica,  
*What is the best and most cost-effective way of promoting yourself when starting out?*

J.B.D

There are two things you need - a business card and a website.

Creative people need a card that is beautiful, effective and totally "you" - something that will help people remember who you are once you're been introduced. Cards don't have to cost a fortune, but I do advise getting a professional designer to put something together for you. It's money well spent, if you can.

Secondly, every creative freelance needs a website, no exceptions. Register your domain name first, the address that people will type in - your "www" in other words. It needs to be something memorable and easy that tells people about who you are. A website comes next. There is a whole lot of info out there about how to create one, and it need not be too expensive - Yahoo, for example, will host your site for about \$12 per month and give you free software to put something simple together.

Fancy an answer? Email [faq@freelancesuccess.com.au](mailto:faq@freelancesuccess.com.au) and we'll get back to you!

### Feature Article: Creative Industries - Wave of the Future?

Due to an embarrassing twist of the fates, the UK is using a mapping system devised under the Keating government in the 1990s to track and measure the importance of creative industries across the country. As expected, the government is finding that creativity is vital.

In the UK at the moment, there are over 1 million people working in the arts, the same amount as are working in the finance sector. This shocking figure has finally forced government to address this incredibly powerful and diverse workforce, which also includes freelancers and sole traders. Creatives are finally being given the respect and financing they deserve, with a massive country-wide push to encourage creative people to think of themselves as entrepreneurs participating in the creative industries, rather than one-man bands wasting their time on a silly hobby.

This heady title of 'creative entrepreneur' encourages and allows for artists in the UK to learn how to make money without giving up their values. Vast amounts of time and money are being spent facilitating programs that teach creative people to run their businesses and maintain their ethics while still making enough money to be completely independent, even wealthy.

CIDA (Creative Industries Development Agency) is one organisation facilitating these programs. Based in Yorkshire since 2000, they are a completely independent and commercial enterprise pushing to strengthen the contribution of creativity to the economy worldwide. They are responsible for mentoring over 2500 creative freelancers. For more info visit [www.cida.org](http://www.cida.org).

Similarly, Creative London champions and supports London's creative industries. One exciting project is the Chocolate Factory, home to 164 artists and other creative businesses, including two dance studios and music/video/film production companies. Check out [www.lda.gov.uk/server/show/ConWebDoc.502](http://www.lda.gov.uk/server/show/ConWebDoc.502) for more info.

The implications for Australia? Time to catch up to the civilized world and treat creatives with the respect we deserve—starting now, and before it's too late!

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# AdHOC

The Freelance Success Newsletter

### What's Up Freelance Success?

#### ◆ Evening Workshop in Sydney starts Thursday 19th July at 6pm!

As I mentioned in the last newsletter, changes to the way things are working around here mean fewer workshops, so the next evening workshop will be the last in Sydney for a while. We currently have a few places left, so if you're interested visit [www.freelancesuccess.com.au/Enrolments](http://www.freelancesuccess.com.au/Enrolments) where you can enrol online quite easily. Cost is \$330.

**Dates:** Thursday 19/07 to 23/08

**Times:** 6pm to 9pm

**Venue:** Mechanics School of Arts Level 1, 280 Pitt Street, Sydney



#### ◆ Running Your Own Creative Business in Melbourne...

Filmmakers, writers and anyone else interested in screen business will enjoy the upcoming three-day workshop based on Freelance Success called *Running Your Own Creative Business* hosted by the Australian Film Television and Radio School (AFTRS) Screen Business Centre. There are only 20 places available, cost is \$350 and the course will run from 29th to 31st August at AFTRS Melbourne in Docklands. It will be fabulous and I'm looking forward to it. For more information and to register visit [csb.aftrs.edu.au/](http://csb.aftrs.edu.au/), the link is on the home page. You'll recognise my homely mug right there among the famous faces!

Next mailout... Friday 3rd August 07

*freelance success*  
Business Skills for Creative People.

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